Foundation Maps for Media Funding

Introducing a new tool for unlocking the power of media grants data

Powered by Media Impact Funders and the Foundation Center

MEDIA IMPACT FUNDERS

FOUNDATION CENTER
Knowledge to build on.

Contact Us

Questions about this report or the map in general?

Email **info@mediafunders.org**.

Acknowledgements

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Letter From the Executive Director

Dear colleagues,

Media is one of the most powerful tools for social change, and philanthropy is using media to address pressing global challenges in remarkable and myriad ways. The field of media and philanthropy is growing rapidly, and it now extends beyond activities tracked by previous research. New data show that in 2009, U.S.-based funders made $921 million in media grants, but in 2013, funding topped $1.2 billion—an increase of over $315 million. From 2009 to 2013, U.S. funders gave over $5.5 billion in media grants to over 10,000 organizations.

The term "media" now means so much more than just journalism and newspapers. It encompasses a vast array of activities from developing mobile phone apps to launching advocacy campaigns to strengthening the policies and infrastructures involved in media creation, transmission and access. While some funders might not initially consider their grants to be media grants, we see grants that use media and media technology to bring about stated objectives as important contributions to the field, and worthy of tracking.

With that broad framework in mind, we are extremely pleased to share our new data tool, *Foundation Maps for Media Funding*. This map, created by Foundation Center, is a major upgrade to our earlier map tool, which launched in 2013.

Foundation Maps for Media Funding gives users:

- Grants data from 2009 to present, with most complete data through 2013
- Greatly expanded data with a more global reach
- Many more search options and filters
- Downloadable information and charts
- Details on more types of grantmakers and grants, including corporate giving and program-related investments
- A powerful new interactive "Constellation" feature that highlights relationships between funders, grantees and grants

More importantly, however, it demonstrates the many roles that media play in tackling our most urgent global problems. Whether supporting mobile banking platforms to address global poverty; web-based programs to manage child-welfare caseloads; or media collaboratives to strengthen community involvement in health advocacy, media is at the nexus of funders' work.

In 2013, when we unveiled the first map and report, *Growth in Foundation Support for Media in the United States*, we saw that the field of media and philanthropy was far larger than anyone suspected. Now, with our new map and expanded data, we can see the size of the field and continued growth in media funding, as well as how central media has become to a broad network of philanthropic strategies across all funding areas.

Many thanks to the Bill & Melinda Gates Foundation and the Wyncote Foundation for their support of this important upgrade to the mapping tool, which will help us continue to build and strengthen the network of media funders. Thanks also to the John S. and James L. Knight Foundation and Wyncote Foundation for their support of the original tool and revised taxonomy.

We know that a data map is only as good as the data involved, so if you don't like the data you see for your organization, it's easy to fix. Learn more about becoming a Foundation Center e-reporter: http://foundationcenter.org/grantmakers/ereporting/.

I hope you'll explore the map, use it for your work and share what you learn.

Sincerely,

Vincent Stehle
Executive Director, Media Impact Funders

About Foundation Maps for Media Funding

Media has changed and expanded enormously in the past decade, creating new fields of philanthropy and new tools to address long-standing social challenges. Foundation Maps for Media Funding is a data mapping platform that brings the diverse and expansive field of media and philanthropy to light, allowing users to research and explore media and technology funding around the world.

The tool captures activities related to media content and platforms; telecommunications infrastructure; media applications and tools; media access and policy; and journalism, news, and information that foundations across the globe have supported from 2009 to present.

Specifically designed for funders, nonprofits and journalists, Foundation Maps for Media Funding enables users to see, understand and dig deep into the numbers, networks and trends surrounding media and philanthropy.

Benefits for Funders:

- Understand who is funding what, where and how much, and how your organization fits into the big picture
- Be more strategic in decision making, planning and evaluation
- Reduce duplication of effort and foster successful collaborations among peers with shared goals
- Facilitate effective partnerships with grantees and other foundations
- Help staff get up to speed on the field, relationships and work of peer, regional and local institutions

Benefits for Grantees:

- Identify the most appropriate funding sources, reduce guesswork and wasted time on applications that aren't a fit
- Learn what funders and peers are doing and areas of funder interest
- Learn more about peer grantees and opportunities for collaboration

The Big Picture

The data in *Foundation Maps for Media Funding* show a robust field of media and philanthropy. Total funding and the overall number of media grants have continued to grow since 2009, and most of the growth we've seen has been in the Media Content and Platforms category, which includes content and delivery projects such as web-based and mobile media, documentary film and television. Out of $5.5 billion in total funding from 2009 to 2013, U.S.- based grantmakers gave over $3.6 billion to projects with Media Content and Platforms designations. Total funding amounts have grown each year since 2009, and the number of grants made by funders has increased, particularly for Media Content and Platforms investments. (Note: The data in this report were collected June 2016.)

While the data map shows global information, thanks to partnerships Foundation Center has developed with international funders and funder groups, the data for U.S. funding are much more complete. We expect more international data to flow into the map in the coming months and years as further reporting inroads are developed.

U.S. funders 2009-2013, Media Content and Platforms

46,961	$3,594,919,224	7,353	8,135
TOTAL NUMBER OF GRANTS	TOTAL DOLLAR VALUE OF GRANTS	TOTAL NUMBER OF FUNDERS	TOTAL NUMBER OF RECIPIENTS

Top 10 U.S. funders of Media Content and Platforms, 2009-2013:

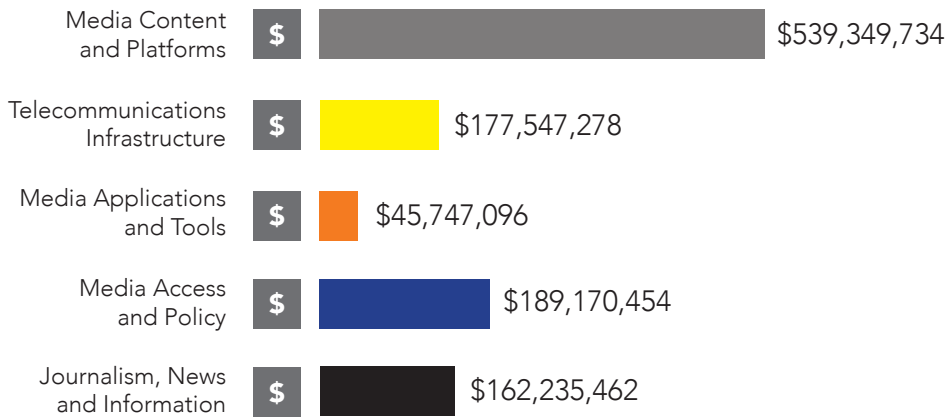| FOUNDATION NAME	LOCATION	DOLLAR VALUE OF GRANTS	NUMBER OF GRANTS
Bill and Melinda Gates Foundation	Seattle, WA	$513,468,085	350
Ford Foundation	New York City, NY	$228,660,686	944
John D. and Catherine T. MacArthur Foundation	Chicago, IL	$137,866,500	345
Andrew W. Mellon Foundation	New York City, NY	$100,984,741	308
John S. and James L. Knight Foundation	Miami, FL	$97,900,554	350
Annenberg Foundation	Los Angeles, CA	$87,717,585	142
Alfred P. Sloan Foundation	New York City, NY	$74,006,071	158
George Lucas Family Foundation	San Rafael, CA	$66,228,287	29
Robert Wood Johnson Foundation	Princeton, NJ	$54,405,861	133
Omidyar Network Fund, Inc.	Redwood City, CA	$52,965,447	83

TRENDS BY SUBJECT

Below are U.S. funding figures by subject area, comparing 2009 to 2013 totals. Four out of the five subject areas saw increases; only funding for Telecommunications Infrastructure declined.

While many funders have data available for 2014 and 2015, for purposes of comparison, data from 2013 is the most complete data set available at this time.

U.S. funders 2009, all subjects

8,898	$921,047,307	2,070	3,136
TOTAL NUMBER OF GRANTS	TOTAL DOLLAR VALUE OF GRANTS	TOTAL NUMBER OF FUNDERS	TOTAL NUMBER OF RECIPIENTS

Distribution of grants by subject, 2009

Subject	Value
Media Content and Platforms	$539,349,734
Telecommunications Infrastructure	$177,547,278
Media Applications and Tools	$45,747,096
Media Access and Policy	$189,170,454
Journalism, News and Information	$162,235,462

U.S. funders 2013, all subjects

15,144	$1,236,590,819	3,898	4,564
TOTAL NUMBER OF GRANTS	TOTAL DOLLAR VALUE OF GRANTS	TOTAL NUMBER OF FUNDERS	TOTAL NUMBER OF RECIPIENTS

Distribution of grants by subject, 2013

| Subject	Value
Media Content and Platforms	$798,215,903
Telecommunications Infrastructure	$144,564,391
Media Applications and Tools	$98,735,724
Media Access and Policy	$217,492,961
Journalism, News and Information	$189,027,909

VERSION 2.0: NEW DATA AND INSIGHTS

The 2013 report, *Growth in Foundation Support for Media in the United States*, examined Foundation Center data for grants of $10,000 or more from over 1,000 of the largest private and community foundations in the U.S. between 2009 and 2011, and reported that funders allocated $1.86 billion in funding for media. Our new map tool draws from a much wider dataset, covering more types of grantmakers and grants, of any amount, from funders worldwide.

With our expanded data scope, we see that grants from U.S. funders with at least one primary media subject code for the same time period totaled $3.06 billion—an increase of over $1 billion from the earlier research.

To examine more data by subject and advanced filters, go to the "Charts" section to see trends in funding totals and grant numbers, bar charts and an interactive pie chart called "Wind Rose." Compare funding levels across the five main subject areas or subsets such as Film and Video, Media Justice, Freedom of Expression and Investigative Journalism.
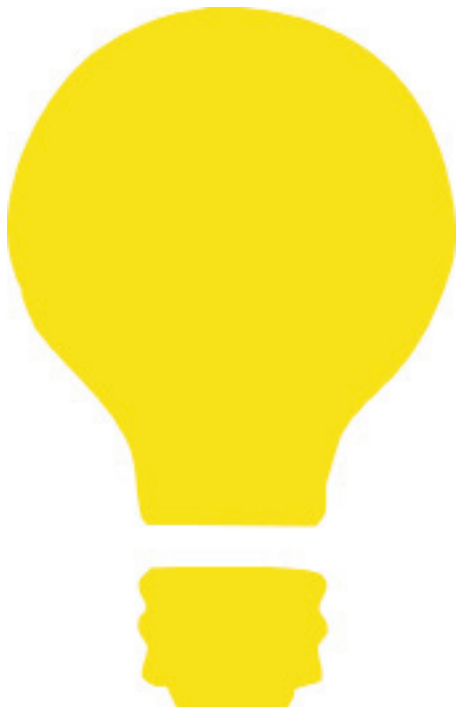
SEE THE CONNECTIONS

What makes our new map so unique is that it offers more than data about funding for media projects—as important as that data is. Stories that the data tell are as interesting to us, and, we hope, of great use to you. The "Constellation" feature of this tool shows tells the story of connection among funders and grantees relating to specific grantmaking priorities.

The "Constellation" feature of the map highlights relationships between funders and recipient organizations, how central they are to networks within philanthropy, how much funder overlap there is by subject area, what initiatives philanthropic colleagues are supporting, and how they are doing their work.

Search by subject area and other filters and then click on "Constellations" to see where your organization fits within the larger universe of grantmakers and grantees. Find funding partners to increase the scope of your work. Conduct grantee due diligence and explore which organizations are working at the center of your funding priorities.

Blue dots are funders, orange dots are recipients and the gray lines show funding connections. You can click on the dots for more information, including grant details from all funders or click on the curved lines to reveal a list of grants between the two connected organizations. Explore more in the "Tabular" feature, which highlights networks and indicates which funders and recipients are most central to the subject you're exploring.

A Closer Look: Journalism

The data we have on U.S. funding for journalism show significant growth since 2009, when totals were $162 million, including $52 million for the Newseum in Washington, D.C. A spike in the number of grants and overall funding in 2011 shows the philanthropic response to the financial woes plaguing traditional media companies, when total journalism grants from U.S. funders reached $223 million. However, these figures also include $80 million in funding from only two grants that year: $30 million for the Newseum and $50 million for the Annenberg School for Communication at the University of Southern California. In recent years, funding has decreased slightly from that high point and the latest trends available from 2013 show funding levels at $189 million.

Based on the data available, the global trends are driven by U.S. funders, who gave a cumulative $937 million in journalism grants from 2009-2013, compared to $40 million for non-U.S. funders in the same time period. While support for projects on journalism, news and information in general has remained steady, all other subsets of journalism funding—advocacy journalism, citizen journalism, constituency journalism, investigative journalism and journalism education—have increased. Funders have listened to the call for increased philanthropic investment, especially for the kind of journalism that's more in-depth and requires more resources, but struggles to find financial footing in a new economic reality.

Funding Examples:

Funder: Bill & Melinda Gates Foundation
Grantee: International Center for Journalists
Amount: $881,538
Year awarded: 2015
Grant duration: 1.5 years
Subject codes: Journalism, news, and information, general
Program area: Communications, Global Policy and Advocacy
Grant description: To organize and implement journalism challenges for African news media to develop innovative and data-driven health and development news reports to help African media to better contribute to setting development agendas and furthering public accountability.

Funder: Rita Allen Foundation
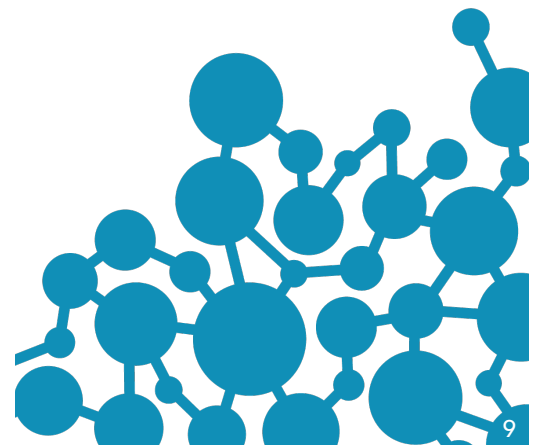Grantee: The Center for Public Integrity
Amount: $100,000
Year awarded: 2013
Grant duration: 1 year
Subject codes: Investigative journalism
Program area: Civic Literacy and Engagement
Grant description: For healthcare investigative reporting.

A Closer Look: Mobile Media

Global funding for mobile media projects has skyrocketed since 2009, when only $12 million was allocated by funders. Fast forward to 2013, when philanthropy invested $119 million in 2013 alone. Much of this funding is for projects that use mobile devices, apps and platforms to address poverty, healthcare access and economic security. With mobile phone subscriptions at over 7 billion globally, funders have been quick to use mobile tools as powerful solutions for mobile banking in remote regions, healthcare reminders and access, child welfare case management, agricultural marketing tools, civic participation and more.

Funders have made big bets in mobile media, with 85 of 612 grants made between 2009 and 2013 at $500,000 or more. The democratizing force of global mobile technology and data available suggest that this field of philanthropy will only grow in the coming years.

FUNDING EXAMPLES:

Funder: John D. and Catherine T. MacArthur Foundation
Grantee: OneWorld UK
Amount: $130,000
Year awarded: 2014
Grant duration: 1 year
Subject codes: Web-based media; mobile media
Program area: Population and Reproductive Health
Grant description: For mobile and web-based sexual and reproductive health and rights information, counseling, and referral service for young people in Nigeria.

Funder: The New York Community Trust
Grantee: FAIR Health
Amount: $75,000
Year awarded: 2015
Grant duration: 1 year
Subject codes: Mobile media
Program area: Health and People with Special Needs
Grant description: To develop a mobile phone app to help Spanish-speaking consumers understand health care costs.

A Closer Look: Freedom of Expression/First Amendment

Between 2009 and 2013, there were 288 recipient organizations worldwide focusing on Freedom of Expression/ First Amendment work, with $190 million in support from 287 funders. Much of this funding goes to religious organizations working to ensure people of faith have access to scriptures and can express their faith freely. Removing religious organizations from the search, funding totals for this subject were $70.5 million.

Funding Examples:

Funder: John S. and James L. Knight Foundation
Grantee: Columbia University
Amount: $5,000,000
Year awarded: 2015
Grant duration: 5 years
Subject codes: Freedom of expression/First Amendment
Program area: Journalism
Grant description: To preserve broad First Amendment rights in the digital age through the establishment of an institute at Columbia University that would champion free expression through litigation, education and scholarship.

Funder: Robert R. McCormick Foundation
Grantee: Illinois Press Foundation
Amount: $200,000
Year awarded: 2014
Grant duration: 2 years
Subject codes: Media literacy; freedom of expression/First Amendment; journalism, news, and information, general
Program area: Not listed
Grant description: For two years of support for first amendment and news literacy educational programs.

"Free Speech*" by Newtown Grafitti / CC BY 2.0

About the Data

The data that power the platform have been collected in numerous ways. They come from the Foundation Center's databases, which are comprised of grants information directly reported by foundations or collected from IRS Forms 990 and 990-PF, foundation web sites and other public sources.

We encourage all foundations to report their data directly and frequently to Foundation Center so that everyone can benefit from access to current funding information through tools such as this. Learn more about e-reporting to Foundation Center: http://foundationcenter.org/grantmakers/ereporting/

The Foundation Center welcomes corrections and updates to the map's data. It's easy to do. In the map view, click on the *Want to Update Your Data?* graphic, or on the e-reporting link at the top right of each web page.

About the Framework

In 2013, the Foundation Center, in collaboration with the John S. and James L. Knight Foundation and Media Impact Funders, engaged an advisory committee to review and expand Foundation Center's taxonomy of subject codes for media-related activities. A taxonomy was developed to capture media-related grantmaking activities: Journalism, News and Information; Media Access and Policy; Media Applications and Tools; Media Platforms; Media, Multiple Areas; and Telecommunications Infrastructure. The Foundation Center team used this taxonomy to retroactively code grants back to 2009. All grants since then have been coded using the new taxonomy to enable comparison and trend evaluation.

This year, the code Media Platforms was changed to Media Content and Platforms in order to better explain the category and types of grants included, and Media, Multiple Areas was removed as a standalone subject. Foundation Center will continue to revise and adjust subject codes as necessary, with an eye to grants that become distinct parts of the funding universe, such as funding for impact evaluation.

Some of the categories are reported directly to Foundation Center by foundations. The remaining grants data are categorized by Foundation Center staff based on grant descriptions and public information about grantees. Foundation Center staff review and make adjustments on an ongoing basis to ensure the accuracy of the data. New information is added weekly.
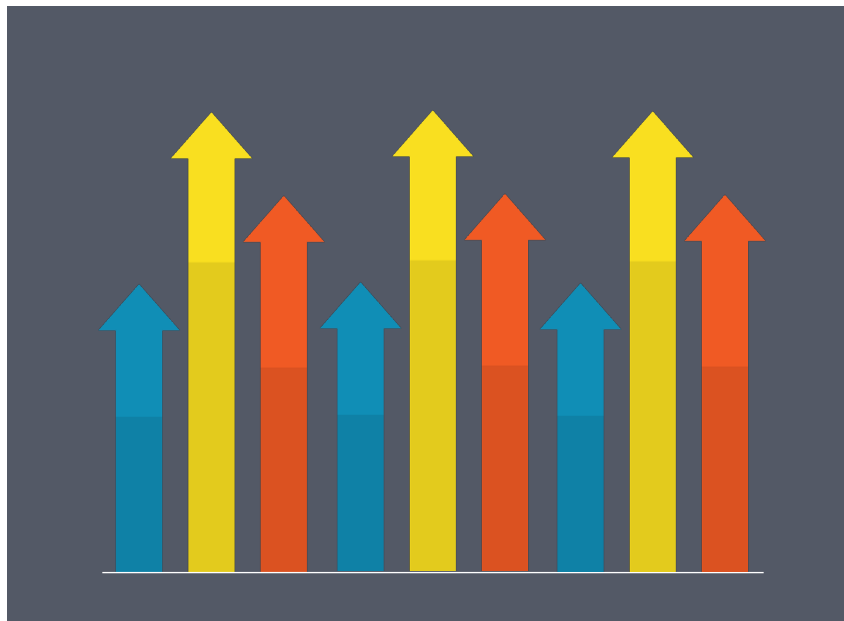
How to Use the Map

Foundation Maps for Media Funding visualizes funder, recipient and grant data through a variety of filters with charts, map, list and constellations views. See below for a list of search options.

To access the map, visit **mediaimpactfunders.org**, and, from the homepage, click on the "Explore the Map" button.

Different Ways to Search

Show Grants By: Explore data for funders (blue) or recipients (orange).

Location: Global, country, regional, state and city.

Subject Area: View the distribution of a specific organization's funding by subject areas over time. In the list view, select a funder or recipient and click on the "Subjects" tab. Click on the chart to drill down further.

More Filters and Advanced Search: Tailor your search by funder type, grant amount, population served, keyword and more.

Map: Visualize funding flows by recipient location (orange bubbles) or foundation location (blue bubbles). Select a bubble for a summary view. Select foundations, recipients or grants for more information.

List: View and sort foundation, recipients, and grants data in table form. Select details for more information.

Charts: Compare funding for different activities and display it on a trends chart, bar chart, or wind rose (circular bar chart). Click on a line, bar, or petal to drill down further and view a grants list.

Constellations: Generate a hub-and-spokes view of a universe of funders and recipients. Refine your search by selecting from the criteria in the top navigation. Hover your cursor over a bubble to see the organization's name

or click on a bubble for more information about the organization and its place in the network. Click on the curved lines to reveal a list of grants between the two connected organizations. Drag any of the bubbles to reposition the organizations on your screen. The names of the 10 most central organizations in a given universe appear automatically. In this case, "central" means that in the event that a particular organization were to close its doors, it would affect the highest number of other organizations. Click on "Tabular" for a sortable list view of the organizations in a given universe.
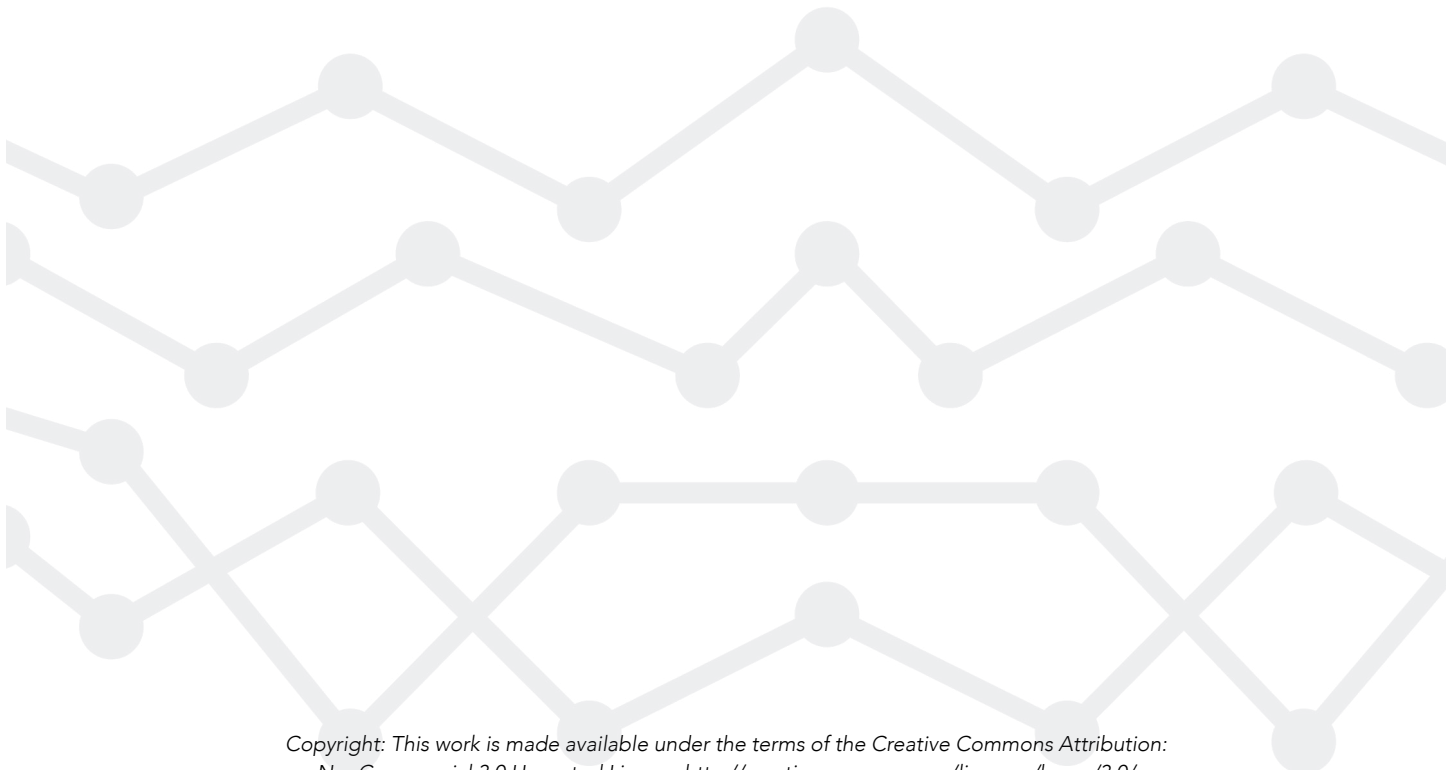
About Media Impact Funders

Media Impact Funders (formerly Grantmakers in Film + Electronic Media) is a member-supported network of funders who seek to improve society through media and technology. Media projects and makers shape and inform public debate, regardless of the issue—from race and justice to the environment to arts and culture and beyond. As a catalyst connecting funders, media makers and influencers and encouraging their collaboration, we support the ever-growing field of media that matters.

Find something interesting in this report or in the map that you'd like to share?
Find us on Twitter **@MediaFunders**, and use **#MaptheData** and **#MediaFunders**.

MEDIA IMPACT FUNDERS